

Fig. 1

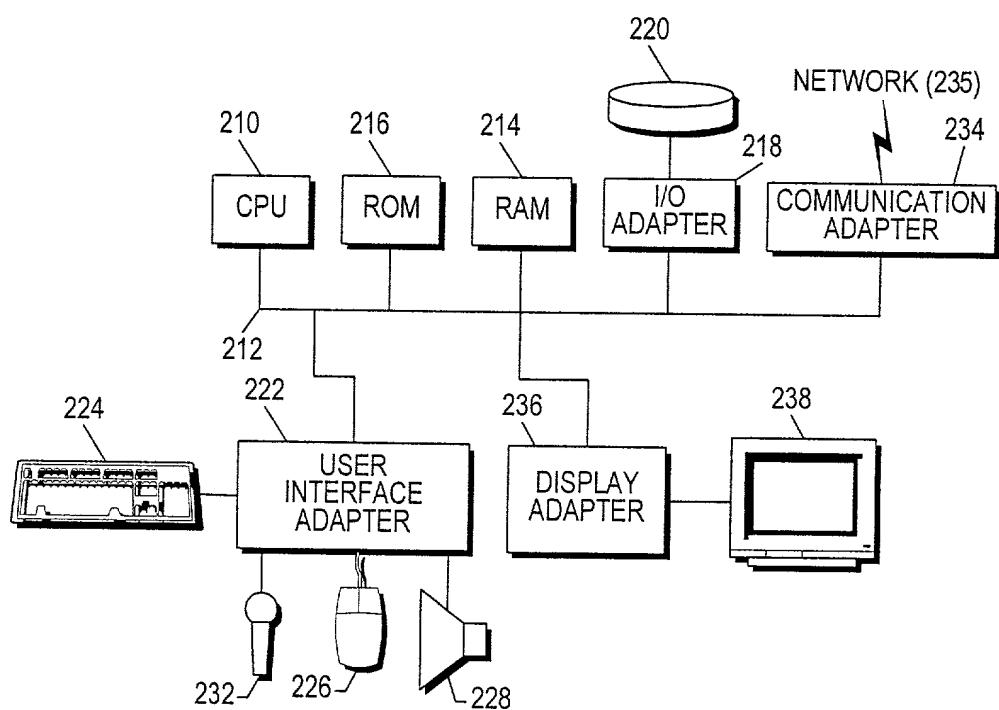


Fig. 2

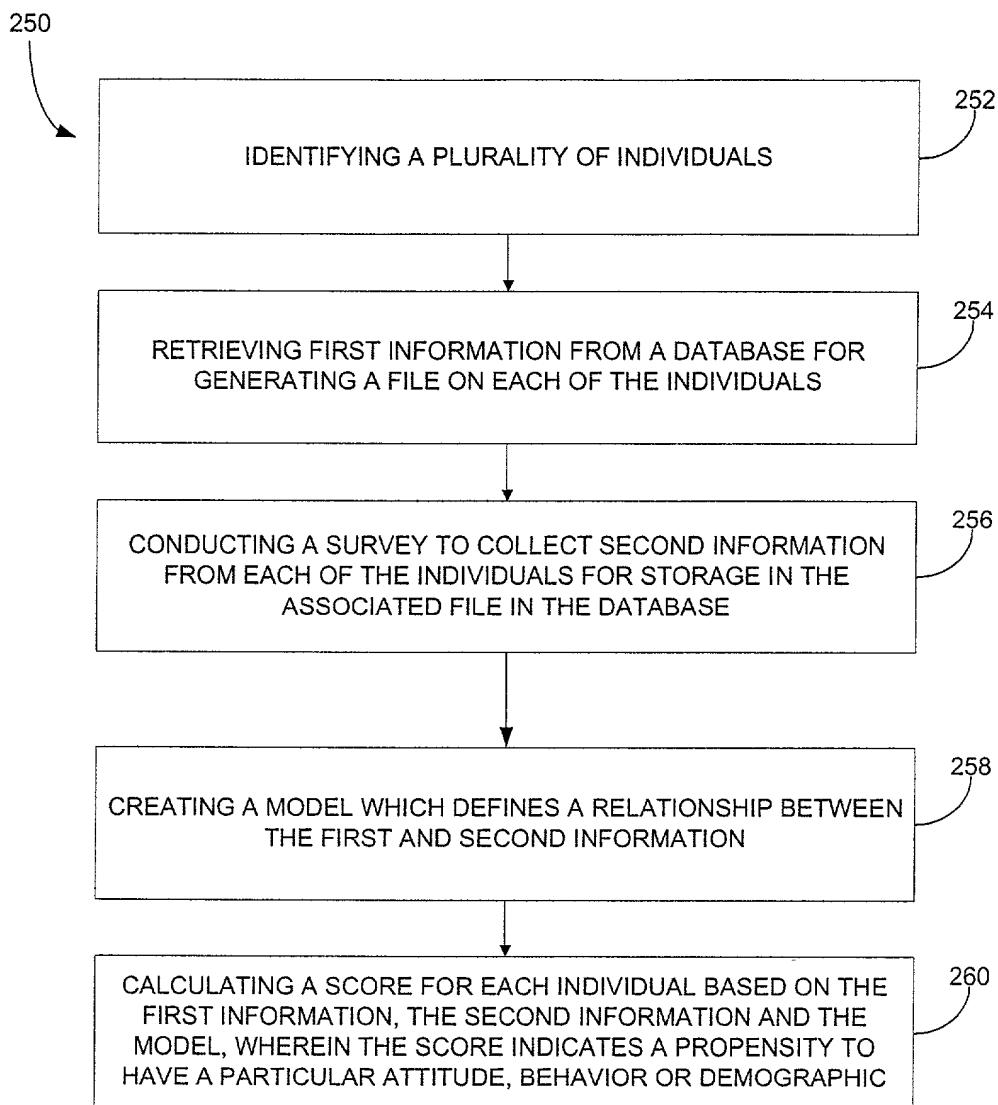


Fig. 2A

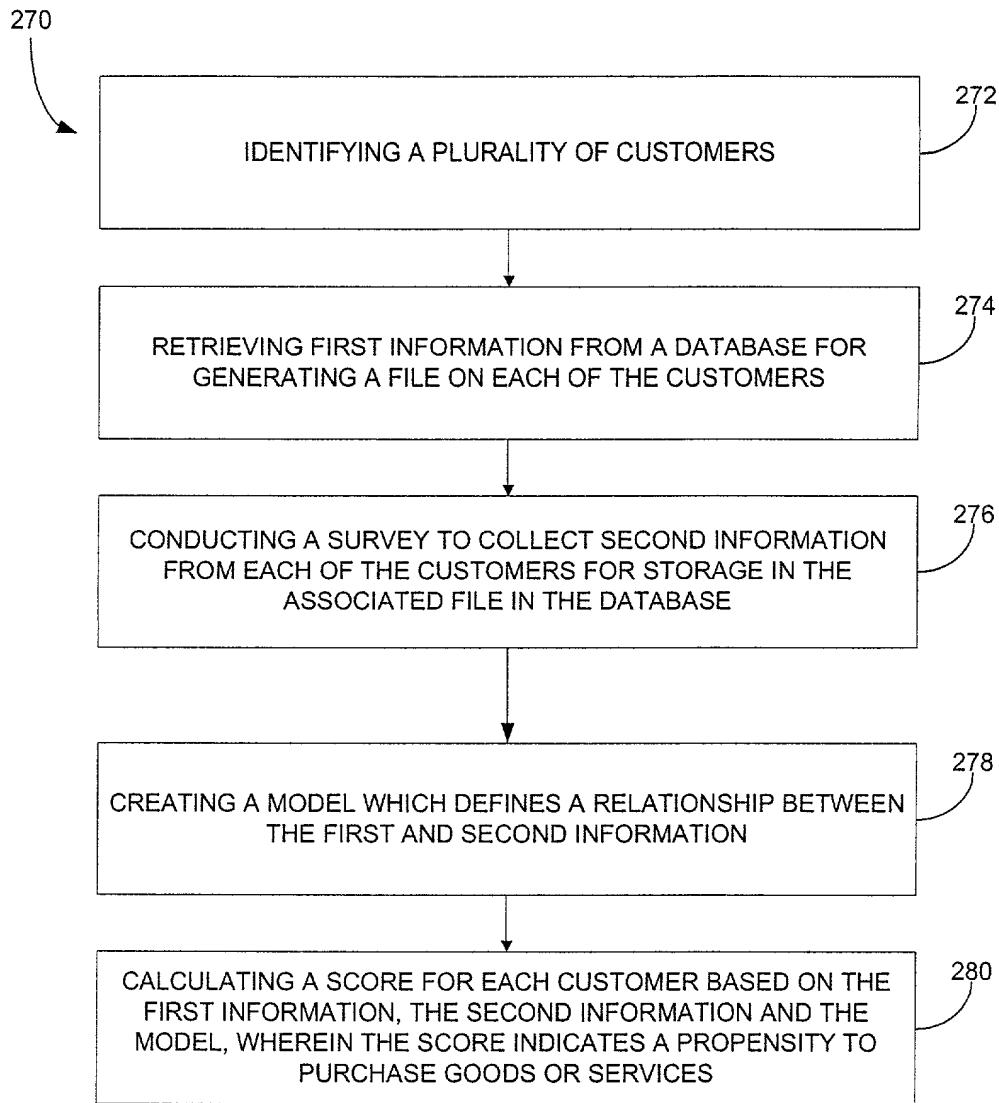


Fig. 2B

290
292
294
296

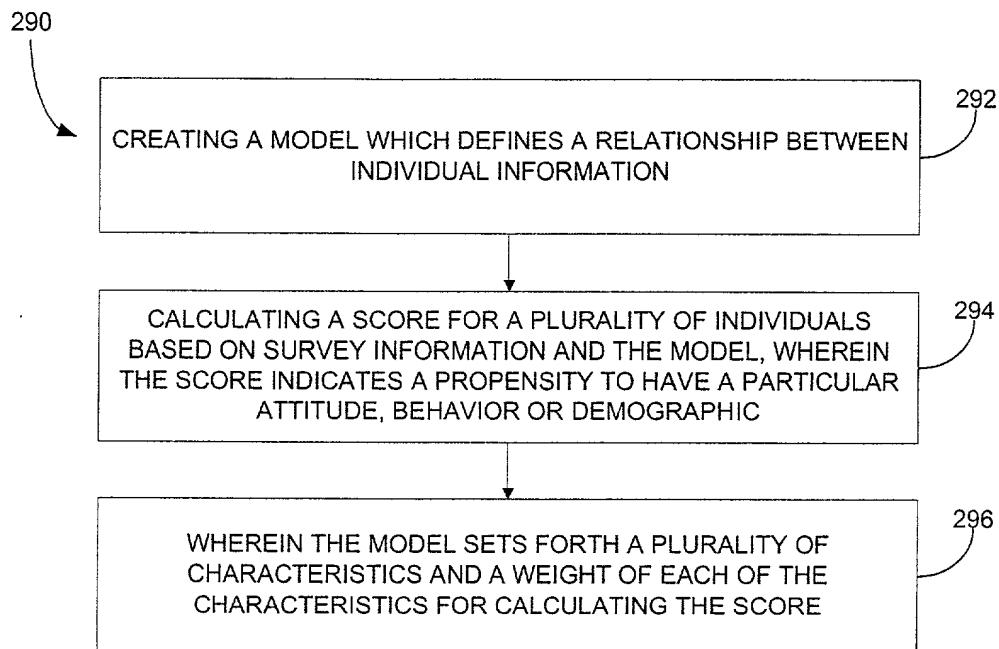


Fig. 2C

Client Number	Client Name	Client Address	Billing Information	Preferred Results Delivery Method	To Postal Address	Fax To
C100	CONFIRMATION X	1 MAIN ST. CITY, STATE 310	SEND TO POSTAL ADDRESS	311		
C101	POLITICAL PARTY A	1 PEGASUS AV ANYWHERE, NY	CHASE CREDIT CARD ACCOUNT 11111111-1111-1111			FAX TO (11111111)
C102	MUNICIPALITY Q	1 PROSPECT ST. BROOKLYN, NY	E-PAYMENT WITH SURVEY	303	MUNICIPALITY.COM	

FIG. 3

402

O. S. TON	C. TON	C. TON	TON/TON	TON/TON	TON/TON	TON/TON	TON/TON
45	43	42	95%	95%	95%	95%	95%
1111	C. 40	ABT 25-45	100%	100%	100%	100%	100%
44							
1112	0. 100	ABT 25-45	100%	100%	100%	100%	100%
405							
913	C. 10	ABT 25-45	100%	100%	100%	100%	100%

401

O. S. TON	C. TON	C. TON	TON/TON	TON/TON	TON/TON	TON/TON	TON/TON
45							
1113	1	1	100%	100%	100%	100%	100%
406							
1114	2	2	100%	100%	100%	100%	100%

FIG. 4

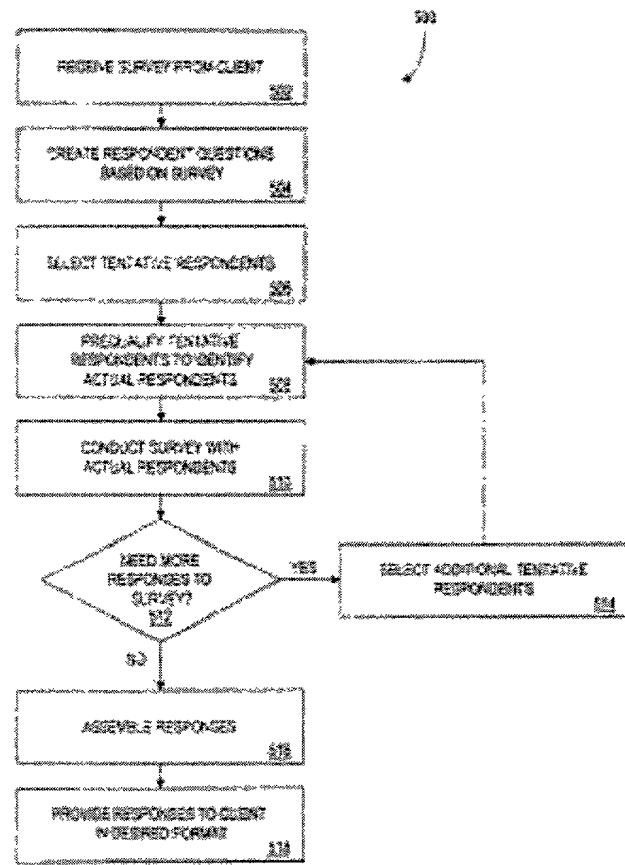


FIG. 5

801

NAME	PHONE	ADDRESS	SEX	EMPLOYMENT	EDUCATION
ACCOSEN, GEORGE	805	101 WILSON	M	DRIVER	8TH GRADE
R. COOK		JOHN BROWN	M	DRIVER	8TH GRADE
R. COOK		HOMESTEAD, 1206	F	DRIVER	8TH GRADE
R. COOK		1608 12TH	M	DRIVER	8TH GRADE
R. COOK		1617 20TH	F	DRIVER	8TH GRADE
R. COOK		1620 12TH	M	DRIVER	8TH GRADE
R. COOK		1620 12TH	F	DRIVER	8TH GRADE
R. COOK		1620 12TH	M	DRIVER	8TH GRADE

PERIOD	PHOTOGRAPH	RATING	NUMBER OF SUCCESSIONAL SPOTS TO 100	ABERRANT PREGNANCY
801	1620 12TH	802	88	0
802	1620 12TH	803	88	0
803	1620 12TH	804	88	0
804	1620 12TH	805	88	0
805	1620 12TH	801	88	0

FIG. 6

and the like. It may also be used in conjunction with other techniques.

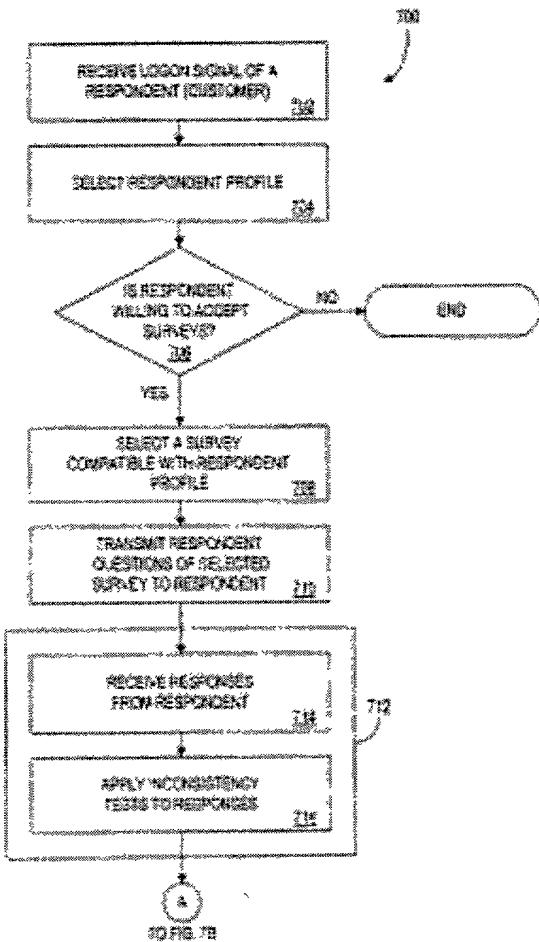


FIG. 7A

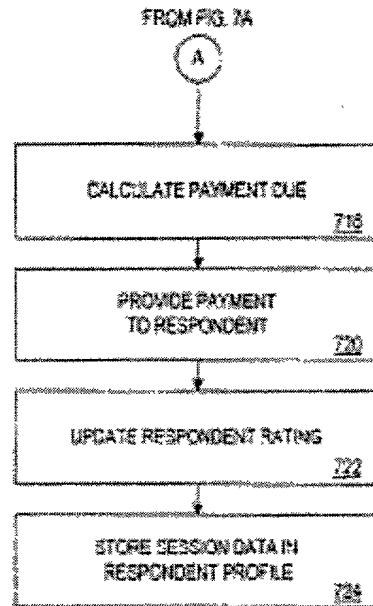


FIG. 7B

80°

80°

80°
80°

CERTIFICATION QUESTION IDENTIFIER #2	CERTIFICATION QUESTION DESCRIPTION #8	ANSWER SEQUENCE #8	PROPER ANSWER #12
1	"WHICH WAY DO TRINITY FALL?"	1 = UP, 2 = DOWN	DOWN
2	"WHAT COLOR IS THE SKY?"	1 = BLUE 2 = RED, 3 = ORANGE	BLUE

FIG. 8

30

QUESTION IDENTIFIER	QUESTION DESCRIPTION	ANSWER SEQUENCE	PROPER ANSWER
1	"WHICH DAY DO YOU USE?"	1>UP, 2>DOWN	DOWN
2	"WHAT COLOR IS THE SKY?"	1>RED, 2>BLUE, 3>ORANGE	BLUE

40

SD-1911		
QUESTION IDENTIFIER	QUESTION DESCRIPTION	ANSWER SEQUENCE
1	"BELIEVE THERE'S TOO MUCH VIOLENCE ON TELEVISION?"	1>STRONGLY AGREE, 2>AGREE SOMEWHAT, 3>DISAGREE SOMEWHAT, 4>STRONGLY DISAGREE
2	"PREFER FAMILY PROGRAMMING?"	1>YES, 2>NO

50

RESPONDENT QUESTION IDENTIFIER	RESPONDENT QUESTION DESCRIPTION	ANSWER SEQUENCE
1A	"PREFER FAMILY PROGRAMMING?"	2>YES, 3>NO
1	"WHICH DAY DO YOU USE?"	1>UP, 2>DOWN
2	"BELIEVE THERE'S TOO MUCH VIOLENCE ON TELEVISION?"	1>STRONGLY AGREE, 2>AGREE SOMEWHAT, 3>DISAGREE SOMEWHAT, 4>STRONGLY DISAGREE
3	"PREFER FAMILY PROGRAMMING?"	1>YES, 2>NO
4	"WHICH DAY DO YOU USE?"	1>UP, 2>DOWN
5	"PREFER FAMILY PROGRAMMING?"	1>YES, 2>NO

FIG. 9

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PRINTING, PUBLISHING AND COMMUNICATIONS LTD
PRINTING, PUBLISHING AND COMMUNICATIONS LTD
PRINTING, PUBLISHING AND COMMUNICATIONS LTD

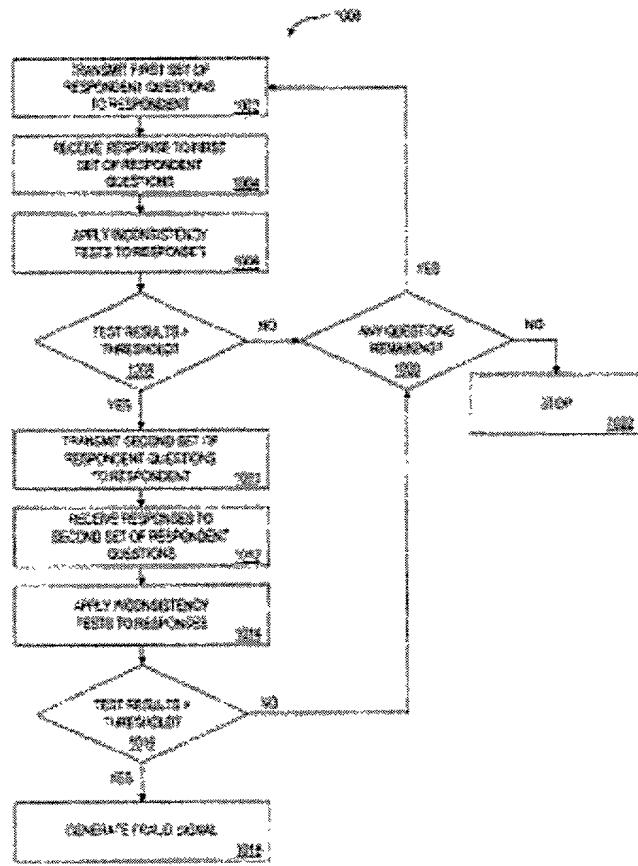


FIG. 10

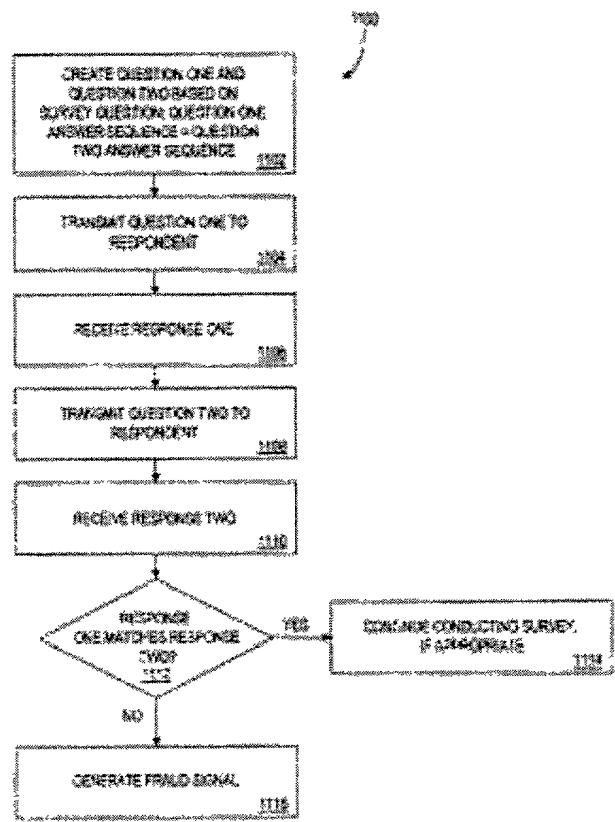


FIG. 11A

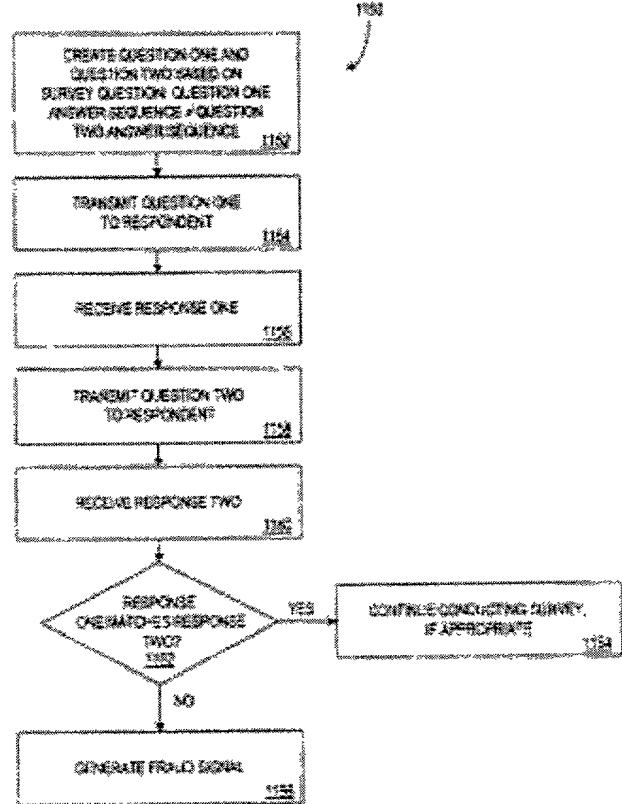


FIG. 11B

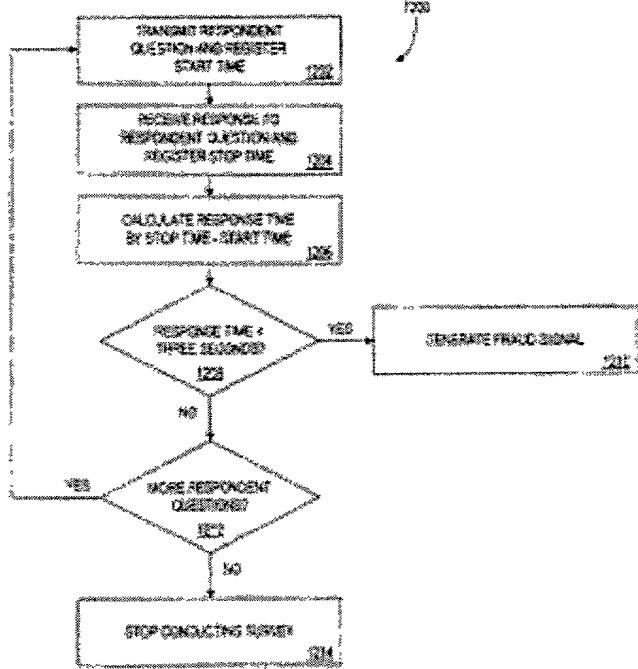


FIG. 12

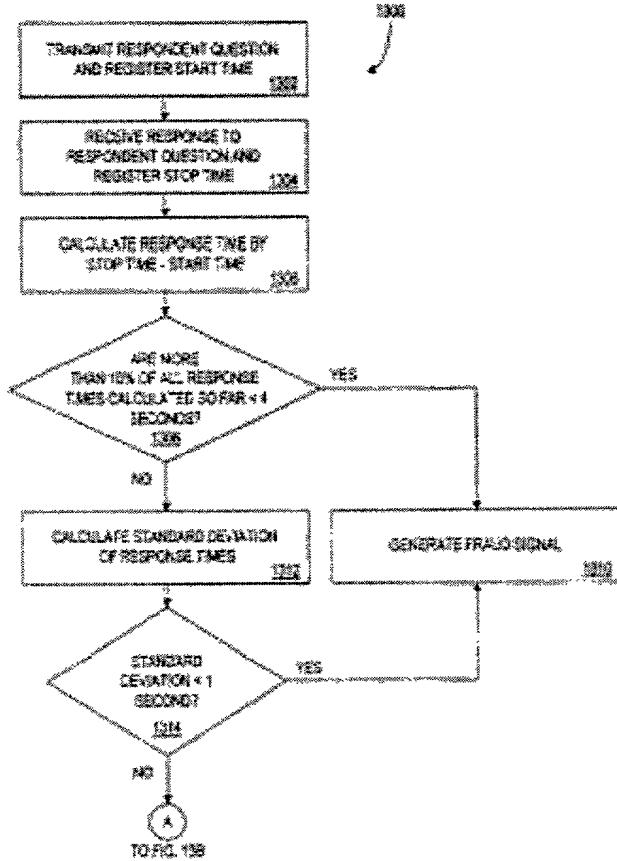


FIG. 13A

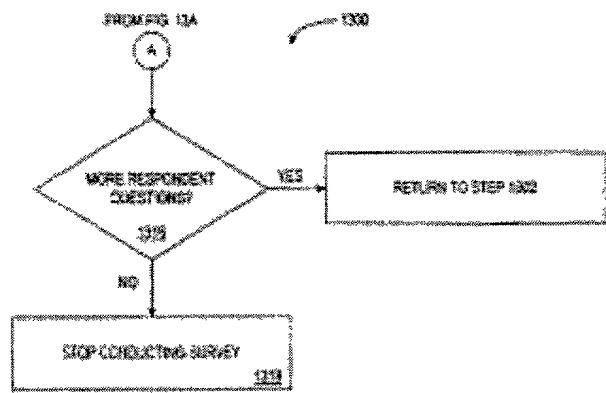


FIG. 13B

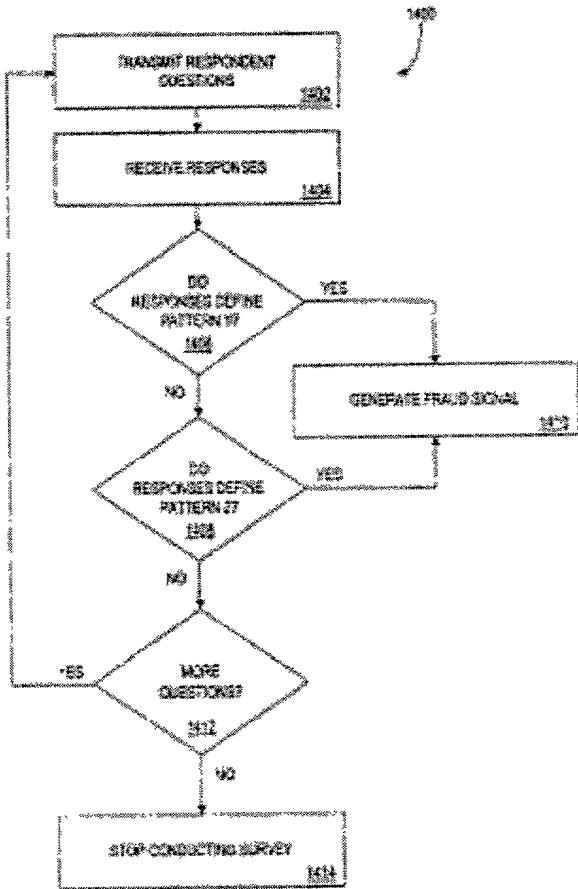


FIG. 14

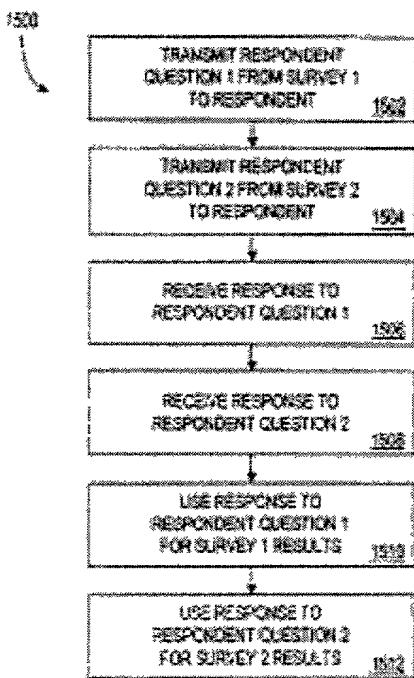


FIG. 15

FIG. 16

RESPONDENT IDENTIFIER	SURVEY NUMBER	QUESTION NUMBER	RESPONSE	DATE/TIME
R 1000	1000	111	1	8:16 AM 7/3/98
R 1000	1000	114	2	8:16 AM 7/3/98
R 1000	1000	1012	1	8:16 AM 7/3/98

SURVEY IDENTIFIER 1111

1202

SUMBER OF RESPONSES = 10,101	CONFIDENCE LEVEL = 98%, 1
1203	1205
QUESTION IDENTIFIER	RESPONSES
1212	1214
1	1-40%, 2-7%, 3-14%, 4-29%
2	1-75%, 2-25%

FIG. 17

age. I'm not good at it. You don't do well in
math. You have been told by your
mother that you are not good at math.

S21111			
QUESTION IDENTIFIER	QUESTION	ANSWER SCALES/KEY	POINT
188	"BELIEVE THERE IS TOO MUCH VIOLENCE ON TELEVISION."	1 = STRONGLY AGREE, 2 = AGREE, 3 = DISAGREE, 4 = STRONGLY DISAGREE	187
189	"PREFER FAMILY PROGRAMMING."	1 = YES 2 = NO	184

FIG. 18